CLAIMS

1. A system for responding to a search query from a user who uses a wireless device, said wireless device being communicatively coupled via a wireless communication system to a server on the Internet, said server comprising:

a processor on which a search engine application runs,

said processor being configured to:

extract the user's geographic location information from the signals carrying the search query;

calculate a set of reference parameters based on the user's geographic location information;

set one or more filtering parameters for said search engine application, said filtering parameters being associated with said reference parameters, said search engine application comparing said filtering parameters against the corresponding parameters contained in the geographic location information identifying each search object and ranking relevant search objects by the distance between the user's geographic location and the geographic location associated with each relevant search object; and return search results to the user via said wireless communication system.

2. The system of Claim 1, wherein said wireless device comprises a graphical user interface which is used to enter and send said search query and display said returned search results.

3. The system of Claim 2, wherein said graphical user interface comprises a sorting means which is used to re-sort said returned search results by a predefined category.

4. The system of Claim 3, wherein said predefined category is any of:

by distance;

by alphabet; and

by rating.

5. The system of Claim 4, wherein a default category for said sorting means is by distance.

6. The system of Claim 2, wherein said graphical user interface is coupled to a micro Web browser.

7. The system of Claim 2, wherein said graphical user interface is coupled to a full Web browser.

8. The system of Claim 1, wherein said set of reference parameters comprises any of:

one or more telephone area codes;

one or more zip codes;

the coordinates of the user's geographic location relative to a receiving station of said wireless communication system; and

a predetermined distance as a reference radius of a search region.

9. A method for responding to a search query from a user who uses a wireless device, said wireless device being communicatively coupled via a wireless communication system to a server on the Internet, the method comprising the steps of:

extracting the user's geographic location information from the signals carrying the search query;

calculating a set of reference parameters based on the user's geographic location information;

setting filtering parameters, based on said reference parameters, for a search engine application running on said server;

comparing said filtering parameters against the corresponding parameters contained in the geographic location information identifying each search object; and

returning search results to the user via said wireless communication system.

10. The method of Claim 9, further comprising the step of:

ranking relevant search objects by the distance between the user's geographic location and the geographic location associated with each relevant search object.

11. The method of Claim 9, wherein said wireless device comprises a graphical user interface which is used to enter and send said search query and display said returned search results.

12. The method of Claim 11, further comprising the step of:

re-sorting said returned search results using a sorting means based on a predefined category, said sorting means being coupled to said graphical user interface.

13. The method of Claim 12, wherein said predefined category is any of:

by distance;

by alphabet; and

by rating.

14. The method of Claim 13, wherein a default category for said sorting means is by distance.

15. The method of Claim 11, wherein said graphical user interface is coupled to a micro Web browser.

16. The method of Claim 11, wherein said graphical user interface is coupled to a full Web browser.

17. The method of Claim 9, wherein said set of reference parameters comprises any of:

one or more telephone area codes;

one or more zip codes;

the coordinates of the user's geographic location relative to a receiving station of said wireless communication system; and

a predetermined distance as a reference radius of search region.